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**ABSTRACT**

A method of using a computer for selecting content by  
5 categorizing attributes of a user in a user database,  
categorizing attributes of content elements in a content  
database, identifying a geographic location, identifying a user,  
and prioritizing content elements associated with the identified  
geographic location for presentation to the identified user by  
comparing the attributes of the content and the attributes of  
10 the identified user.

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